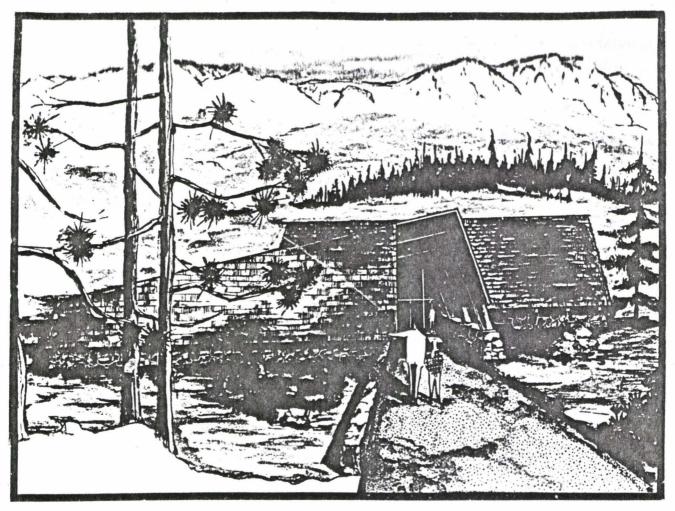
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Interpretive Program Analysis
and
Renovation Plan
for the

MAMMOTH VISITOR CENTER INYO NATIONAL FOREST

INTERPRETIVE PROGRAM ANALYSIS
AND
RENOVATION PLAN
FOR THE
MAMMOTH VISITOR CENTER
INYO NATIONAL FOREST

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ABSTRACT

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Title:

Interpretive Program Analysis and Renovation Plan for the Mammoth Visitor Center, Inyo National Forest

Abstract:

The Mammoth Visitor Center was constructed in 1968 as a "crown jewel" visitor center in Region 5. Since then, the building has been converted into the district office with only 50% of the original interpretive service space remaining. When the interior offices were constructed, the exhibits were dismantled and never replaced, leaving a hodge-podge of objects and "home-made" exhibits.

This paper analyzes 1) current interpretive policy direction 2) existing handouts, exhibits, and interpretive site signs and 3) private sector marketing influences from the Town of Mammoth Lakes. This analysis results in recommendations for changes to the interpretive program and an exhibit renovation plan for the Mammoth Visitor Center on the Inyo National Forsest.

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EXECUTIVE SUMMARY

Title:

Interpretive Program Analysis and Renovation Plan for the Mammoth

Visitor Center, Inyo National Forest

Author:

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Summary:

The Inyo National Forest is a nationally top ranking recreation Forest. The Mammoth Ranger District alone is visited by over 4 million people every year. The Mammoth Visitor Center, located at the entrance to the Town of Mammoth Lakes, is a focal point for visitors to this area. It was constructed in 1968 to provide orientation information and function as a gathering place for interpretive programs. In 1980, the visitor center was converted to the district office. The remodeling of the office reduced the interpretive services space for exhibits by fifty percent. The original exhibits were dismantled, destroyed and never replaced. Currently, the public is presented with a miscellaneous collection of "home-made" exhibits and must rely on personally asking for specific information.

New professionally produced exhibits are badly needed. There is also a need to evaluate how effectively the interpretive services program is meeting current management direction and whether new direction should be adopted.

Methodology

In order to arrive at recommendations for new exhibits and changes to the existing interpretive program the following were analyzed:

- 1. What is the current Regional, Forest, and local policy direction for interpretive services? Is the current interpretive program meeting that direction?
- 2. Who are the current clients and are their needs being met?
- 3. What potential clients may exist who are currently not being served and how can their needs be met?
- 4. What private marketing efforts are promoting growth in visitation and what influence will these trends have on the Forest Service's ability to serve these visitors? Where can services be combined to avoid duplication of efforts?

Results

- The current interpretive program meets the direction of providing orientation information for first time visitors. It is not designed to meet specific needs of the visitors which are currently using the visitor center. Changes to the program should include interpretation that is directed for family participation, higher education level, self-service, and repeat visitors.
- 2. The Town of Mammoth Lakes has grown significantly since the visitor center was first constructed. This resort community is attracting more and more people who have little knowledge of the Forest Service and management activities on National Forest lands which surround the Town. In order to improve the Forest Service's visibility to local residents and to improve it's working relationship with the Town, the interpretive program should strive to meet the needs of residents, long-term visitors, and alpine skiers.
- 3. There are several other organizations in Town who are providing similar types of programs. Areas of cooperation between these organizations were identified to reduce duplication of services. The Forest Service is recommended to be involved in activities which are sponsored by private sector groups including the Mammoth Lakes Resort Association, Parks and Recreation Department, and Mono Country Arts Council. Cooperation is acceptable as long as the intent of the program is resource oriented and proceeds benefit the Eastern Sierra Interpretive Association.
- 4. An exhibit renovation plan and changes to the interpretive program are recommended. Since the program is adequately serving the short term visitor, changes to the exhibits and interpretive program are directed at the needs of local residents, long term visitors, and alpine skiers.

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The interpretive programs offerred today by the district are virtually the same as when the program was created almost a decade ago. It consists of information handouts, guided walks, and evening programs. It has not responded to changes in visitation patterns, the growth of the ski area or the local community.

OBJECTIVE OF THE STUDY

The objective of this paper is to:

- To recommend changes to existing exhibits and to identify what new exhibits are needed. These recommendations are arrived at through an analysis of current and potential user needs and other outside private sector marketing influences.
- 2. To analyze and recommend changes to the existing interpretive program.

Planned Audience

The audience of this plan includes the Inyo National Forest Supervisor's Office, Eastern Sierra Interpretive Association, The Town of Mammoth Lakes Resort Association and Parks and Recreation Department.

METHODOLOGY

While exploring the many resources and messages which could be interpreted, questions surfaced such as:

- 1. Visitation patterns and points of origins of our visitors seems to have shifted since the visitor center was originally constructed. How should this change influence the plan?
- 2. The expansion of the Town of Mammoth Lakes has serviced primarily winter visitors. Economically, the Town is busy in the winter, and slow the remainder of the year. Consequently, the newly formed Resort Association is concentrating their marketing efforts to stabalize the Town's economy by bringing in more people throughout the year. What role should the Forest Service Visitor Center play is serving these future visitors and residents of the community?
- 3. Currently, the Mammoth Lakes Resort Association does not have a visitor facility that is convenient for people who want information on lodging, restaurants, etc. Should we continue to maintain a division between Forest Service information and Town information when both entities are serving the same group of people?
- 4. How can our interpretive program better educate residents and visitors about Forest Serice goals in order to reduce conflicts on National Forest lands?
- 5. The prospects of receiving appropriated funding in the near future to implement a renovation plan is doubtful. What potential funding sources are available and how should they influence which messages and resources are interpreted?

These situations all have implications which influence the use of National Forest lands as well as on the attendence and effectiveness of the kinds of information and services provided by the Mammoth Visitor Center. They also point out the need to explore the relationship between traditional Forest Service information goals and the opportunities available through the private sector to achieve these goals.

The following methods were used to analyze these questions and arrive at recommended changes to the exhibits and interpretive program provided by the Mammoth Visitor Center:

- 1. Conducted a literature search to review trends in the application of private sector marketing techniques to government programs. These techniques could be used to better understand the direction which the interpretive program could take in providing new services.
- 2. The potential resources which could be interpreted were reviewed.

- 3. Reviewed existing policies to identify current interpretive services direction and what policy exists to regulate Forest Service cooperation with private entities:
 - a. Researched existing interpretive plans which influence interpretive services including the Forest Service Mannual, Eastern Sierra Interpretive Association By-Laws, and the draft Land Management Plan.
 - b. Interviewed other individuals within the Forest Service who have involvement with cooperating associations and other private interest groups.
- 4. Analyzed the existing interpretive program to determine who the current audience is that are being served and what type of information is currently being provided. A client and product analysis was conducted in order to identify potential users and areas where the interpretive program can be strengthened and updated. Sociological research as it applies to interpretive planning was also reviewed in order to guide the selection of the most appropriate media to use for the recommended changes to exhibits.
- 5. Reviewed the 1987 Marketing Plan for the Mammoth Lakes Resort Association and activities schedule for the Mammoth Lakes Parks and Recreation Department. Trends which may influence the information provided by the Forest Service was identified.

Also reviewed the marketing efforts of the Town. An advisory committee was formed to discuss the needs of a combined marketing effort to avoid duplication of services. The members of the committee are:

- a. Mary Cahill, Activities Director for the Town's Parks and recreation Department.
- b. Evan Russel, Member of the Resort Association and Marketing Director for Mammoth Mountain Ski Area.
- c. Barbara Campbell; Marketing Director for the Sierra Nevada Irn and Town Councilwoman.
- d. Kirt Stapp, High School Counselor and Town Councilm n.

LITERATURE REVIEW

A literature search revealed numerous references on marketing for non-profit associations. However, very little was found on specifically applying marketing techniques to government agencies. Efforts to locate recent work was limited by geographic isolation and lack of response by the search services contacted.

Although little "how to's" on applying marketing techniques to government programs seem to exist, the need for work in this area is reflected by the recent "Focus on Tourism" issue of "Parks and Recreation" (Oct. 1986). This entire issue was dedicated to recognizing the urgent need for government entities to work closely with private organizations to better market recreation opportunities and to avoid duplication of efforts in these times of reduced budgets.

This paper relies heavily on the recommendations found in "A Guide to Effective Interpretation: What The Forest Service Can Learn From Marketing Research". The sections I have modeled my analysis after are based on Philip Kotler's 1973 work in Marketing for Non-Profit Organizations.

Numerous work has been accomplished on analyzing the effectiveness of different interpretive techniques as well as sociological research on visitor preferences. The recommendations found in these works are discussed in the client analysis section and applied in the renovation plan.

RESOURCE INVENTORY

BACKGROUND

The Mammoth Lakes region is located on the east side of the Sierra Nevada mountains. At 7800 feet elevation the town of Mammoth Lakes is the only community situated near the crest of this range. The Sierra Nevada's short steep eastern slope, ranging from 7,000 foot valleys to 14,000 foot peaks, provides spectacular scenery and makes possible an unusual diversity of plant and animal life within short distances. In contrast to the general arid nature of the eastern slope, the Mammoth Lakes region receives heavy snows from storms that are funneled through two of the lowest passes south of Lake Tahoe; Mammoth Pass and Minaret Summit. These storms provide moisture to support a stand of Jeffrey Pine that extends for several miles into the Great Basin desert. The heavy snows also support one of the nation's longest ski seasons. Winter snows linger into spring to feed meadows of wildflowers and supply water to the hundreds of alpine lakes and streams in the area. Winter snow storms give way to warm dry and relatively long summers ideal for campers and mountaineers.

The following is a summary of the resources in the Mammoth Lakes area which could be interpreted at the Visitor Center:

GEOLOGIC

Diverse geologic features give the scenery and views around Mammoth distinctive qualities. Wide open spaces are bounded by Great Basin ranges to the east and the glacier carved mountains and valleys to the west. The normally monotone gray granite of the Sierra Nevada range is interrupted in this region by hundreds of shades of gold, red, purple, and browns due to the intermixing of more ancient rocks and young volcanic eruptions within the gray granite. The recent volcanic activity in the area has produced scattered obsidian domes, craters, and cinder cones about the granitic landscape. Mammoth Lakes is located on the floor of an ancient volcano called the Long Valley Caldera. The many active and fossilized fumuroles and hot springs scattered about the bottom of this valley are evidence of the life which still exists in the magma chamber of this ancient volcano. The Hot Creek Geologic Site, 4 miles southeast of town, is an area of bubbling hot springs and fumuroles which attract thousands of sightseers and sockers every year.

Between 1980 and 1982, a series of earthquakes associated with subsurface magma movement stimulated speculation as to whether an eruption of this sleeping volcano was imminent. National attention was focused on this possibility and created an increased level of excitment and interest in the geology of the area.

CULTURAL

The Mammoth Lakes region of the Sierra Nevada has long been a summer home for the ancient Paiute Indians. The area provided plentiful food in the summer from the Pinyon Pine nuts, the deer which migrate through the area, and by trading with west slope Indians across Mammoth Pass. There are numerous sites which provide evidence of their occupation. A popular guided tour which the

Mammoth Visitor Center has offerred over the years has been a visit to a cave site which had been used by the Paiutes for thousands of years.

HISTORICAL

The anglo history of the area is connected with the gold rush era of the California 49ers. Miners who had not struck it rich in the Mother Lode country on the west side started combing the east side in search of the Lost Cement Mine in the vicinity of Mammoth Lakes. Gold was found in 1877 which started a rush to the area. By 1879 Mammoth City, Pine City, and Mill City boasted a population of several thousand. The Mammoth Mine yielded around \$200,000 between 1878 and 1891. But as was true of many towns during the gold rush, Mammoth City faded away after the gold played out. All that remains of this once boom era are mine tailings, rusting equipment, building foundations, and an occasional tumbled down cabin. The Southern Mono County Historical Society was formed in 1985 to help interpret and protect the remaining historic resources of Mammoth City.

RECREATION

The diverse resources in the area provide a tremendous variety of recreational opportunities to the residents and visiting public. Winter recreation centers around snow sports. With 25 chair lifts and 2 gondolas, Mammoth Mountain Ski Area is the largest ski area in the United States which provides skiing to 1.4 million skiers per year. The ski season usually runs from November to June. Nordic skiing opportunities range from two developed touring centers offering groomed trails to unlimited terrain for backcountry and wilderness skiing. Snowmobiling on the open flats and hills is also a popular sport. In the summer, vacationers come to fish, camp, hike, sail, waterski, boat, sightsee, and visit the Devil's Postpile National Monument. Mammoth Lakes is also a major gateway for backpackers and packers into the John Muir and Ansel Adams Wildernesses with access to Yosemite and Sequoia/Kings Canyon National Parks.

The following Forest Service developed sites serve the visitors to this area:

<u>Developed Sites</u>	Number
Overlook	1
Trailheads	8
Family Campgrounds	14
Group Camps	4
Picnic Areas	6
Visitor Center	1
Amphitheaters	3
Nature Trails	3
Interpretive Sites	5
Entrance Station	1
Special Use Permittees:	
Resort	16
Recreation Residence Tracts	8
Touring Center:	2
Pack Stations	3

There are four general areas where these facilities are located and are known locally as The Lakes Basin, Red's Meadow Valley, Town area, Convict Canyon/Long Valley area.

DISCUSSION

EXISTING POLICY DIRECTION

The following existing policies and plans reflect past and current direction on what interpretive products the Mammoth Visitor Center should be offerring:

- A. Forest Service Manual Direction: 1600, 1660, and draft 2390.
- B. Interpretive Area Plan for Mammoth Ranger District--1969.
- C. Eastern Sierra Visitor Contact Plan--1979
- D. Inyo National Forest Draft Land Management Plan--1987
- F. Town of Mammoth Lakes General Plan--1987

Appendix A describes the specific direction found in each plan. Summarizing, our product is directed to be information with goals in three general categories:

- 1. Orientation information on things to see and do in the Mammoth area for first time visitors.
- 2. Programs which enhance understanding and appreciation for the natural environment.
- 3. Information to enhance the general public's understanding of Forest Service resource management decisions.

Specific topics emphasized by the Inyo Draft Land Management Plan are:

- 1. Wilderness Management
- 2. Cultural Resource Management
- 3. Interpretation of the Geologic Phenomena of the Mammoth Area
- 4. Self-service information

MARKET STRUCTURE AND CLIENT ANALYSIS

Product Definition:

Appendix B shows an inventory of all the information which is currently available to the public on request. The following table evaluates what resources are currently interpreted and through what media:

Topic	Maps or Books	Handouts	Exhibit	Sign
Geologic	2	6	Seismograph Relief Map	Inyo Craters Convict Earthquake Flt
Cultural	2	1	Baksets in Case	0
<u>Historical</u>	6	0	Objects Case Empty Cabin	Manumoth City
Recreation	24	29	Maps on Display	0

Topic	Maps or Books	Handouts	Exhibit	Sign
Natural Histo	<u>ry</u> 13	8	0	Sotcher Lake Starweather Lk.
Resource Mgt.	0	21	0	0

Market Definition:

The Mammoth Visitor Center sucessfully provides orientation information for thousands of first time visitors. There is an overdemand for this service in the summer. Figure 3 shows the current pattern of use. The center fully meets the goal of providing information on things to see and do for first time visitors. Very little is in depth or self-service. The number of people who are contacted at the visitor center is, however, only approximately 4 % of the total visitor use on the district as shown in Figures 1 & 4. Also, the interpretive programs are not being as well attended as they have been in the past. After adjusting for the actual number of programs offerred Figure 5 shows that there are fewer people attending the programs now as opposed to in the early 1970's.

This seems to indicate that the vast majority of people who live and visit Mammoth Lakes do not have a demand for intrerpretive programs. There are numerous possible reasons for this lack of demand:

- 1. Repeat Visitors have seen what is offered and know that's all there is.
- 2. Lack of knowledge about what programs or services are offered.
- 3. Programs are offered at the wrong time..
- 4. The information provided is too simplistic.
- 5. They are not interested.
- 6. The wrong audience is targeted.

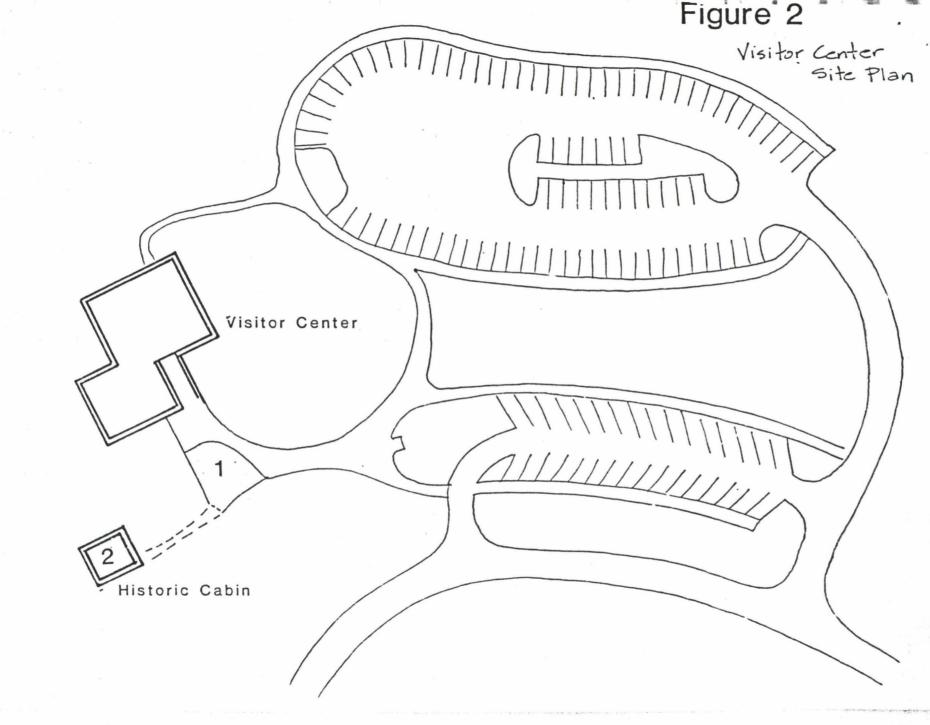
There are many individuals and organizations in the "general public" who have a potential interest in our product who may not currently use the services offered:

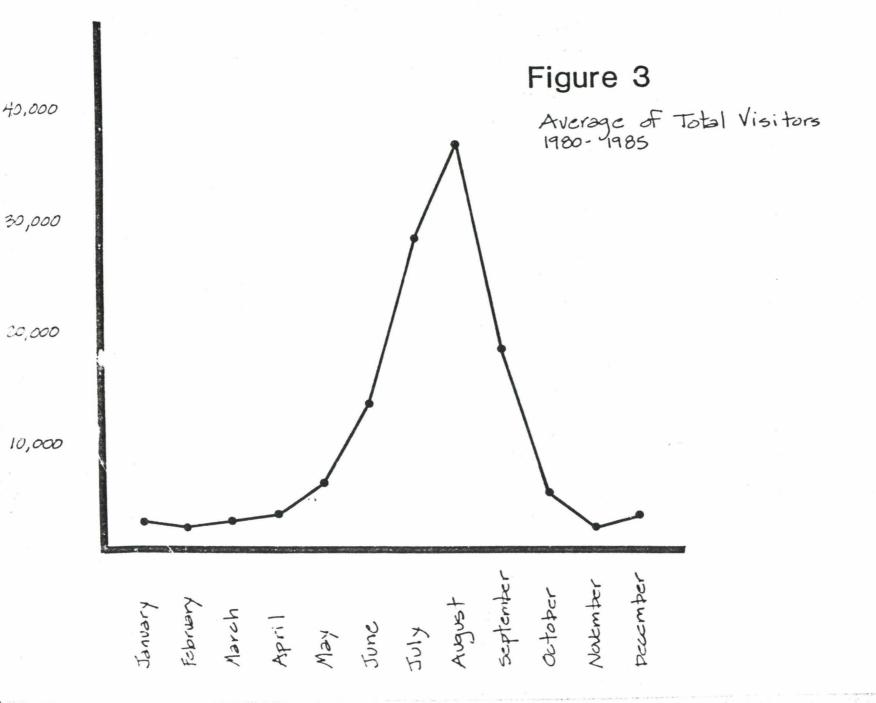
Individuals

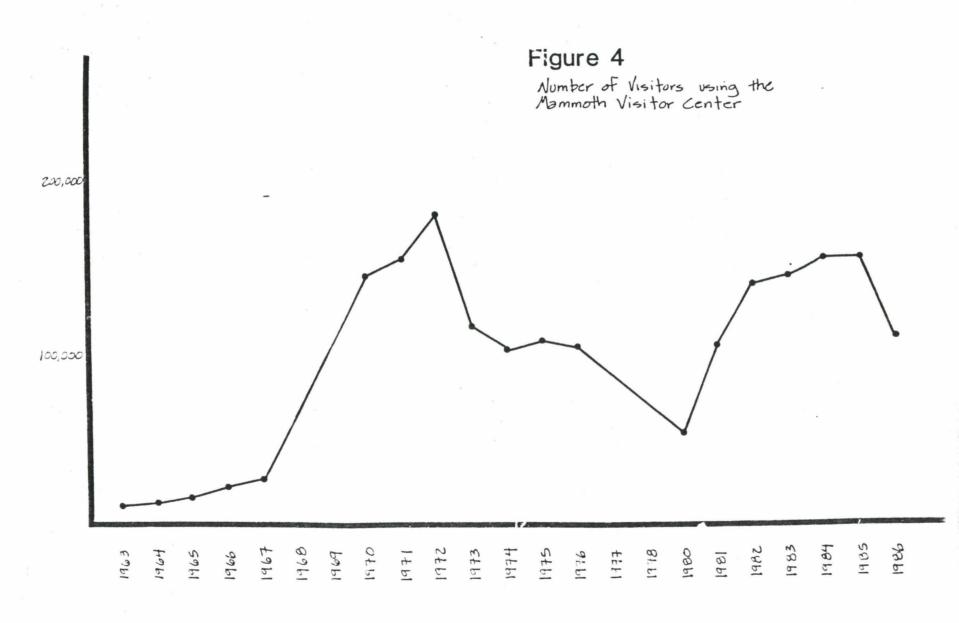
- 1. Local Residents
- 2. Second Homeowners
- Families
- 4. Senior Groups
- 5. School Groups
- 6. Alpine Skiers

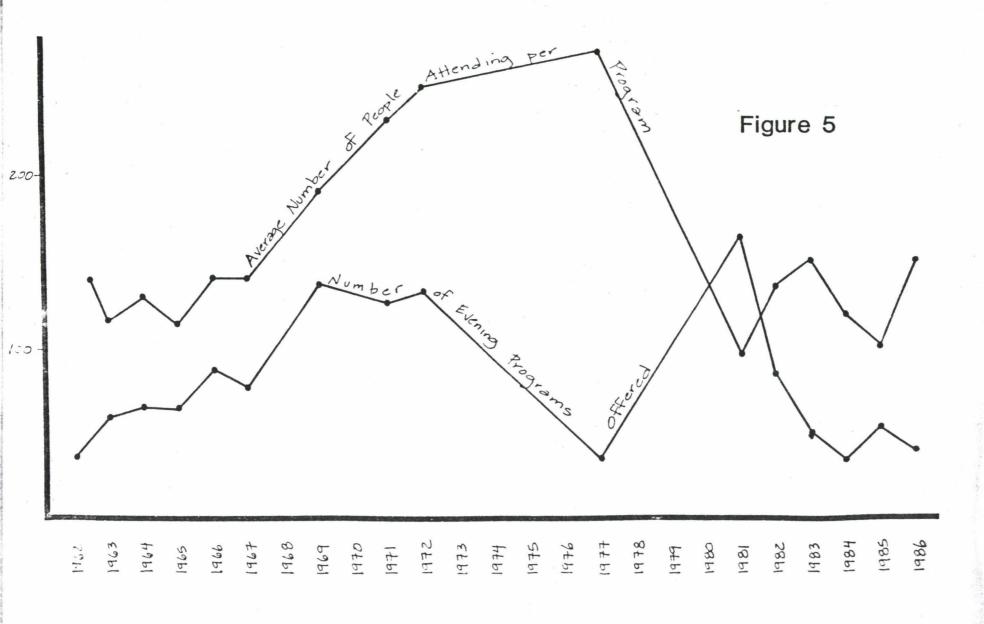
Organizations

- 1. S. Mono Co. Historical Society
- 2. Mammoth Mountain Ski Area
- 3. Resort Association
- 4. Town of Mammoth Department of Parks and Recreation
- 5. Cal-Trout/Sierra Flyfishers
- 6. Sierra Club
- 7. Audubon Society
- 8. Cero Coso Community College
- 9. Local News Media
- 10.Sierra Arts Festival









In addition to providing information, the following are features of the visitor center which may be used to attract the involvement of these groups:

- 1. The visitor center has a visible location at the entrance to town. It has the potential to contact large numbers of people.
- 2. The visitor center is the only auditorium in town. It has a seating capacity of 200 people.
- The facility has a parking lot with a capacity of 120 cars and 4 buses. (Figure 2)
- There is a large expanse of lawn and open space adjacent to the building.

Market Segmentation:

Not all of these groups or individuals have the same intensity of interest in what the Forest Service interpretive program has to offer. Conversely, the Forest Service does not have the same interest in all these people. The Forest directs its program toward the "public at large" who are first time visitors to Mammoth. That policy is being fully implemented. The following local goals are recommended to narrow the field of groups and individuals at which changes to the exhibits and new programs will be targeted:

- Improve the Forest Service's working relationship with the Town of Mammoth Lakes.
- Improve the Forest Service's local image by involving local residents in more programs.
- 3. Better utilize the visitor center auditorium. Of the 2,595 sq. feet of space dedicated to interpretive services, 63% of it is an auditorium which is only used for 4/one hour programs per week three months out of the year.
- Try to reach those groups with the greatest potential conflict or impacts on National Forest lands adjacent to the Town of Mammoth Lakes.
- 5. Do not duplicate the marketing efforts by other entities in the Town.

With these criteria in mind, any improvements or changes to the exhibits and interptretive program will be directed towards:

- 1. Local Residents
- 2. Second homeowners primarily from Los Angeles.
- 3. Alpine Skiers

The following section discusses the needs of our existing users and indentifies assumed needs of these potential users. Changes to the exhibits and interpretive program will be directed by these identified needs.

Cliert Analysis

In 1957, when Freeman Tilden wrote INTERPRETING OUR HERTAGE he knew that understanding visitors and their backgrounds was essential to the interpretive method, although it was not a subject of much sociological research in his day:

"The visitor is unlikely to respond unless what you have to tell or to show, touches his personal experience, thoughts, hopes, way of life, social position, or whatever else. If you cannot connect his ego (I use that word in an inoffensive sense) with the chain of your revelation, he may not quit you physically, but you have lost his interest."

Sociologists involved in recent interpretation research clearly state that interpretive planners can benefit from learning about people and human behavior. In a 1972 study, Field and Machlis strongly emphasized that the behavior of visitors at interpretive centers does not arise in isolation but is guided by the culture, community, and group of which each individual is a member. Visitor's values, preferences, attitudes, perceptions, and social group all influence the effectiveness of the interpretive method which is chosen to convey a particular message.

Recent sociological research has resulted in findings which should help to design interpretive exhibits and information to better service visitors needs:

- 1. Visitors vary widely in age, educational attainment, interests, and goals to be achieved within a natural leisure setting. Interpretation for children, the elderly, ethnic groups, foreign visitors all must be specifically targeted for that group if the message is to be effectively transmitted.
- 2. Many people who stop at visitor centers are repeat visitors. This dictates the need to rotate exhibits to keep them interesting.
- 3. Soc'al groups influence individual members behavior. The needs and characteristics of social groups vary and should be used to identify specific interpretive methods to use to reach individuals within the group.
- 4. Visitors on vacation expect informality and respond to informal rather than formal contacts.
- 5. Visitors are more interested in exhibits which allow participation and involvement and convey the whole message. Action messages with computers and flashing lights are most interesting. Next are presentations that include audio or recorded sound. Exhibits lowest in interest rely primarily on written texts, mounted photos, or leaflets.

Existing Users

Accurate demographic data has never been gathered on the people who actually use the Mammoth Visitor Center. Discussions with long time district employees indicates a shift in where our visitors are from. Nation wide travel was popular in the 60's and early 70's. The gasoline shortage of the 70's influenced a shift from nation-wide travel to more regional travel. The recent

findings of the President's Commission on Americans Outdoors also substantiates this shift. Most of the visitors to Mammoth Lakes are from the greater Los Angeles area, a six hour drive away.

During the summer of 1986, a survey form was left at the front desk for anyone who was interested in voluntarily filling it out. See the form in Appendix C. Due to the weakness of the form and the fact that the response was voluntary, the results are not considered representative of the visitors to Mammoth. They do, however, tend to support professional observations about these visitors:

The majority of the respondents were entering town, saw the visitor center sign on the highway and stopped to obtain general information, maps and to see whether there were any exhibits. Half had been been here before. Most only in summer. Most said they learned what they wanted to know and did so by asking someone at the Front Desk. Most were generally satisfied with what they found, although would have enjoyed more exhibits or slide shows. Most had not attended an interpretive program.

All the respondants were participating in a wide range of activities, with hiking and fishing being the top activity. Many were only staying for one day. The next most frequent length of stay was three days to a week. A large percentage came with their <u>families</u> in groups of 2.3.and 4.

Most were white, grew up and currently <u>live in a city</u> in the Los Angeles area and have at least two of years of a <u>college education</u>.

The underlining indicates information which should influence the types of exhibits and information available.

Implications

- Visitors rely on asking questions although our goal is to emphasize self-service.
- 2. College education may imply the need for providing greater depth of information for those who wish more knowledge than the basics.
- 3. There is nothing in the visitor center that is directed toward family involvement, or exhibits which involve more than one individual.
- 4. One week of stay implies need for variety of program offerings on a weekly rotational basis.
- 5. Since many have been here before, displays should be changed every year.
- 6. Exhibits designed should relate to an urban orientation.

Potential Users

The following is a list of assumed needs which have implications on what interpertive programs should be offered to meet the needs and expectations of these visitors:

Assumed Needs

Local Residents

They have a more thorough knowledge of the local area.

May be more interested in "how to skills"

Perhaps a need for day care for children

Work on weekends

Second Homeowners

Here for a longer period of time.

Possibly higher income

They have a more thorough knowledge of the local area.

Implications

- -Should provide programs which offer a greater depth of knowledge.
- -Programs offered which concentrate on teaching skills.
- -Establish outdoor education programs.
- -Programs offered on weedays.
- -Need for a variety of entertaining programs which go beyond educational.
- -May be willing to pay for programs.
- -Information with a greater depth of knowledge.

Alpine Skiers

May be looking for options to downhill skiing and the bar scene.

Looking for less expensive alternatives.

Other members of family with group who do not ski.

Need for family entertainment.

-Programs could be offered as part of a mid-week ski package.

-Ski oriented films.

-May be willing to pay if program is perceived as less than the alternatives.

-Need for children's programs

These identified needs are based on assumptions which should be verified with research.

PRIVATE SECTOR MARKETING IMPLICATIONS

The 1986 marketing plan for the Town of Mammoth Lakes relies heavily on advertising in the Southern California area with an orientation of creating the image of Mammoth as a year around resort destination.

Goal:

Focus on developing opportunities for increasing summer and off winter season business.

Implication:

Forest Service is understaffed and underbudgeted for current level of use. Opportunities need to be developed to:

- 1. Increase self-service
- Outside funding developed to support additional staff
- 3. Alternate means of dispersing information to reduce peak demand on front desk.

Marketing primarily Southern California Markets

- 1. Increasing # urban oriented visitors
- 2. Vehicle dependent visitors
- 3. Higher # repeat visitors.
- 4. Higher entertainment demands
- 5. Possilby higher educated
- 6. Higher "Technology" demands.

- --Need for professionally made programs.
- --Programs need to be entertainment oriented.
- -- Need for rotating, changing displays.
- -- Need for high tech. computer oriented displays.
- -- Need for "Auto Tours".

The Town of Mammoth Lakes Parks and Recreation Department also has a program of activities which are targeted to local residents. They provide a wide range of opportunities including outdoor and skills oriented type programs.

Trend

Long term childrens' programs for local residents.

Skills oriented programs.

Implication

-Opportunity to combine Junior Ranger Program with local outdoor children's camp. -Utilize the Visitor Center for skills programs which are environmentally oriented.

Other businesses in Town such as the Sierra Nevada Inn and Mammoth Mountain Inn are involved in promoting bus tours for senior groups.

Opportunity for Combined Interpretive Programs

Figure 6 is a model of the recreation goals of each entity which helps to define where these three recreation "agencies" may be able to cooperate with each other and to avoid duplication of efforts.

FOREST SERVICE

- 1. Non-leisure/resource dependent eg:(Fuelwood Cutting)
- Leisure/un-organized/resource dependent (Hiking)

PARKS AND RECREATION

- Leisure/organized/non-resource dependent (Dance Classes)
- 4. Leisure/organized/resource dependent/skills oriented (Backpacking class)
- 5. Leisure/organized/profit oriented/non-resource dependent (Bicycle Races)
- Leisure/organized/profit oriented/resource dependent (Fishing Derby)
- 7. Leisure/profit oriented/resource dependent/non-skills orineted. (Bus Tours)

RESORT ASSOCIATION

- 8. Leisure/profit oriented/non-resource dependent (Bridge Convention)
- 9. Non-leisure/profit oriented/non-resource dependent. (Business Conventions)

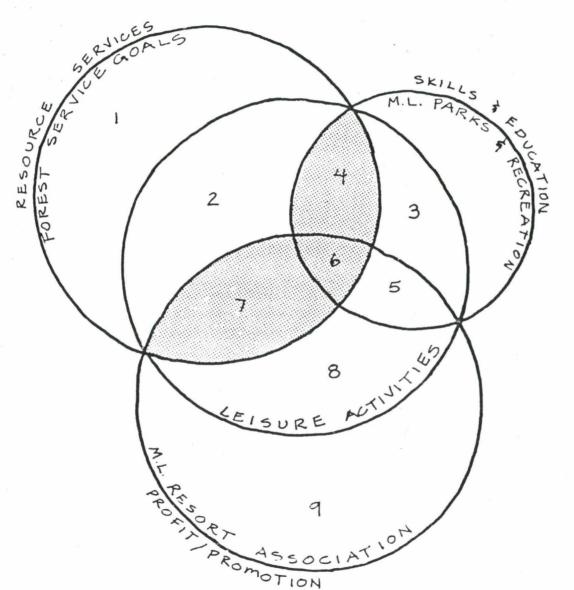
The shaded areas in Figure 6 represent the clear areas where the objectives of each organization overlap. With this in mind, the following guidelines for cooperation with the Forest Service are recommended:

Forest Service involvement may be appropriate if all of the following guidelines are met:

- 1. If the activity is resource dependent, directly, or indirectly.
- 2. The activity increases the number of individuals exposed to the Forest Service "mission" and potentially increases the participants knowledge of the existence of the Forest Service and our relationship to the Town.
- 3. If a fee is charged, a portion of the receipts go to supporting the Eastern Sierra Interpretive Association (E.S.I.A.). E.S.I.A. is a non-profit organization which exists to provide interpretive opportunities to increase forest visitor's appreciation of the natural environment.
- 4. Forest Service personnel do not have to be directly involved, but a Forest Service approved contact person will be designated responsible for building security.
- 5. All activities using Forest Service facilities or grounds must be advertised as being conducted in cooperation with the Inyo National Forest and Eastern Sierra Interpretive Association.

Figure 6

Recreation Goal Definitions Model



RENOVATION PLAN

The following are recommendations for the renovation of the visitor center and interpretive program based on the preceeding analysis: (Reference Figures 2 and 7 for locations)

1. 24-HOUR INFORMATION STATION AT THE TERRACE ENTRANCE TO THE VISITOR CENTER. (Figure 2 & 8)

Interpretive Theme: Inyo National Forest: Recreation for All Seasons

- a. Forest Orientation:
 Forest Map
 Emergency numbers
 Campground Information
 Wilderness Permit Information
 Points of Interest
 Shuttle Bus Information
- b. Town Orientation: "Mammoth Lakes: Just For Fun" Town Map Services Directory Town Office Telephone Numbers Public Shower Locations Resort Association Location
- c. Forest Information Forest Context Other Forest Office Locations Forest Points of Interest

Design Criteria:

- -- Covered Kiosk/Snowshed Roof
- --Weather and Vandal Resistent
- -- Ability to walk around and blow snow away from
- --Lighted
- --Displays need to be accessed for seasonal changing.
- --Need to rehabilitate night lighting system on highway sign and parking area.

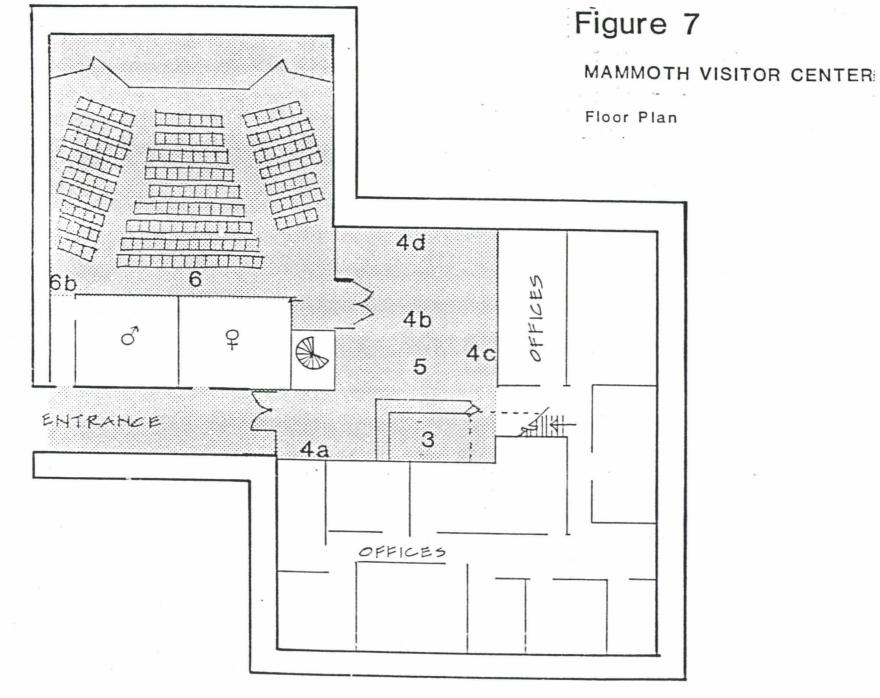
Funding:

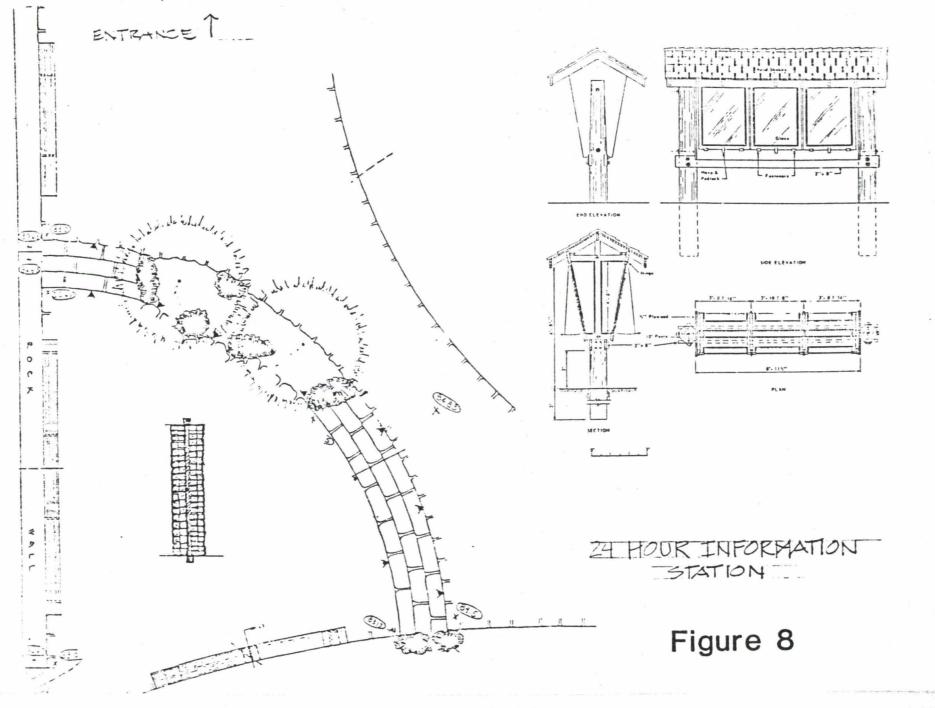
Cooperative financing between the Forest Service and Town of Mammoth Lakes Resort Association.

Estimated Cost: Renovate Lighting System:

\$5,000 \$10,000

Exhibit:





2. HISTORIC CABIN/SALOON

Interpretive Theme: Settlement of Mammoth
Construct an "old time" Salcon, one of its historic uses. Interpret
post gold mining era of development in Mammoth. Develop audio trip
tape to "re-enact" a conversation about Mammoth by the clients in the
salcon. Also have photos of early Mammoth.

Design Criteria: Entrance designed to allow access into cabin without staffing. For Example: Wired in entrance so visitors can walk inside but not have complete access.

Two Signs to be installed:

Sign #1: Gold Fever Strikes the Eastern Sierra!

Sign #2: Life as a Gold Miner

These are to be mounted on the railing inside the cabin.

Funding: Cooperative with Southern Mono County Historic Society to avoid duplication with their museum. Objects donated by the Inyo County Historical Museum. Research possible historic grants which may be available. Estimated cost: \$5,000.

3. RE-BUILD THE FRONT INFORMATION DESK

Purpose: Increase effectiveness of self-service dispensing of information.

Design Criteria:

-- Facilitate moving out from behind the desk.

-- Need a recepticle for maps.

--Slots to provide storage of R-5 handouts for

self-service dispensing.

--Facilitate storage of Town information for use if staffing is provided by the Resort Association.

Funding: Forest Service Project or joint with the Resort Association. Estimated Cost: \$20,000.

4. NEW EXHIBITS:

a. Points of Interest: (Figure 9)

Subject: Points of geologic and cultural interest which focuses on the Mammoth area and points out directions to the other interpretive sites.

Design Criteria:

Flat mounts due to location near the door.

Overhead Lighting

Content:

Title:

WELCOME TO THE EASTERN SIERRA!

Layout:

Nine 8 1/2 X 11 Color Photographs with Captions displayed

around a central map and introductory paragraph.

Introductory Paragraph:

Mammoth Lakes is surrounded by the many natural wonders of the Sierra Nevada. You can experience the thrill of fishing an alpine lake, photograph spectacular mountains, see volcanism in action, or visit an old gold mine. You can spend a day or a lifetime and still not learn all the secrets that are hidden in these mountains. Here are just a few points of interest and activities to get you started in exploring your National Forest!

Photographs:

A: Minaret Vista

Caption: Impressive views of the Ritter Range. Great place for photographs!

B: Wilderness Camping

Caption: Visit the John Muir and Ansel Adams Wildernessess. Wilderness Permits are required for overnight travel.

C: Rainbow Falls

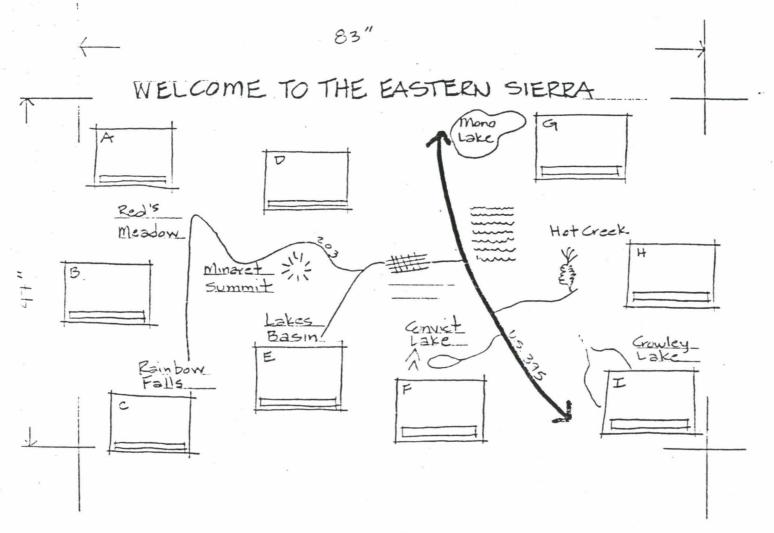
Caption: The San Joaquin River plunges 101 feet over a lava ledge into a deep gorge. 1 1/4 mile hike. Shuttle Bus required for day use.

D: Deer Fawns

Caption: Br alert for signs of wildlife!

E: Twin Lakes

Caption: Twin Lakes is only one of eight major lakes in the Mammoth Lakes Basin. You will find many campgrounds and opportunities to fish here!



POINTS OF INTEREST EXHIBIT

Figure 9

F: Convict Lake Caption: The colorful cliffs rising from Convict Lake are the oldest known rock in the Sierra Nevada. Mt. Morrison looms over the lake, _ powerful reminder of the crime that named the lake and peak in the 1870's.

G: Mono Lake

Caption: This inland sea is known for its bird populations and delicate tufa formations. Located 25 miles north.

H: Hot Creek Caption: Hot Creek is volcanism in action! Boiling hot springs and fumeroles are evidence of our fiery past. Hot Creek is open from Sunrise to Sunset.

I: Fishing No Caption

b. Rotating Center Floor Exhibit:

Subject: Forest Service Management in the Mammoth Area.
Topics which could be included: Firewood Cutting Program, Ski Area
Management, Avalanche Control and Forecasting, ORV/Snowmobile/Mountain
Bike Opportunities, Nordic Ski Trails, Current Wildlife Studies, etc.

Design Criteria:

--Stand-up, changeable center floor display which can be changed seasonally.

.-- Indepaident overhead lighting.

-- Need power source.

--Moveable.

c. Geology of the Sierra Nevada:

Interpretive Theme: "Land of Fire and Ice"

The dynamic nature of the geologic processess of the area.

Design Criteria: --incorporate seismograph with relief map.

--obtain new "old" Seismograph to replace existing one which keeps breaking.

--Develop geology display at the railing.
--Color-Back-lit transparencies mounted into a structure to take the place of the railing. Theme would be the geologic processes which have shaped the local landscape. Simple description of uplifting and the creation of the Sierra Nevada. Contrast this with simple description of volcanism and evidence of this geologic process in the landscape.

--Points out locations where visitors can see geologic features on the ground.

--Self-guided auto tour will be produced to provide the visitor the opportunity to visit the many volcanic features nearby. This will include stops at:

Hot Creek, Casa Diablo Geothermal Power Plant, Long Valley Cladera, Minaret Summit, Devil's Postpile, Inyo Craters, Lookout Mountain, Obsidian Dome, Devil's Punchbowl, Mono Craters, Panum Crater, and Black Point.

Funding: Estimated Cost: \$10,000. Pursue corporate sponsorship such as Exxon, geothermal development corporations. Sandia National Laboratory may be potential source. Funding from USGS is currently not an option due to sensitivity of instrumentation in the valley and no orientation toward visitor education.

The self-guided auto tour will be funded through a marketing grant from the Washington Office.

d. Wildlife in the Sierra Nevada:

Interpretive Theme: Life in the Mountains of the Sierra

Introductory Paragraph:

Although you may never see them, signs of wildlife abound in the mountains. Look for clues that reveal their secretive lives.

Will contain mounts of animals: Red-tailed hawk, great-horned owl, pack rat, mountin chicadee. Specimens of bird nests, cone middens, scat, tracks, hair, beaver carvings, porcupine carvings, feathers, etc.

Design Criteria:

Utilize the existing space which is "awkward". Match the mountain backdrop which exists in the adjacent alcove.

Need children's steps to get up close.

Funding: In house production.

5. DEVELOP BETTER LIGHTING FOR PUBLIC AREA.

The current lighting in the visitor center is inadequate and a safety hazard.

6. AUDITORIUM:

a. Need to install locks on inside doors so auditorium can be used while building is closed.

Need to develop a better alternate entrance so auditorium can be used

while building is closed.

c. Improve the lighting so walls and stage could be used for display purposes.

7. INTERPRETIVE SITES:

a. Hot Creek:

New Aluminum Engraved Sign for HotCreek:

Text: Far below your feet, water is being heated by molten rock called magma. This hot water seeps into tube like channels and starts to flow upward as steam bubbles form. The water cannot boil underground because of the great weight of the rocks above. But as the water flows upward, the pressure is released and the bubbles force the water violently to the surface creating these hot springs.

The temperature of these pools is about 199' (93'C). This this elevation, water boils at a lower temperature than at sea level.

The billiant blue color is sunlight reflecting off the white calcium carbonate on the bottom of the pool.

Have pursued funding from California Trout to write a a new interpretive plan for Hot Creek. \$2500 has been provided to re-write the interpretive plan to incorporate Hot Creek, the Hot Creek Fish Hatchery, and the fencing of the creek to rehabilitate the riparian vegetation. Will be completed by the end of the summer.

b. Earthquake Fault and Inyo Craters:

- -- Renovate and update old exhibit
- -- Focus on Mammoth's Volcanic Past.

c. Minaret Vista:

- -- Re-publish self-guiding brochure.
- -- Focus on mountain ecology and wilderness management
- -- New aluminum engraved sign at the Vista:

Text: The Minarets are all that remains of an ancient lava flow. These mountains existed millions of years before the formation of the Sierra Nevada. Today they are part of the RITTER RANGE. Their saw tooth appearance is created by the freezing and expansion of water from rain and snow which seeps into cracks in the rock. This slow weathering process gradually chips away bits of rock enhancing the jagged look of these peaks. The Minarets were named for their resemblance to the spires on Moslem temples.

Will be accomplished with in house talent.

d. Mammoth City:

--Aluminum Engraved Sign

-- Self-guided trail development.

--Focus on mining era and impacts on the mountain environment

e. Mammoth Consolidated Gold Mine:

In 1987, the Town of Mammoth Lakes appealed to the Forest Service to save this mine which is the only site with buildings that represents the mining history of the area. The District entered into a cooperative agreement to save the site and have it operated under a special use permit as an interpretive site. The Town agreed to rehabilitate the buildings and the Forest Service was selected for funding the interpretive plan as a special "Challenge Grant".

Interpretive Themes:

- 1. How gold was mined in the Eastern Sierra.
- 2. The Life of a Miner in the Eastern Sierra.

Design Concept:

Trailhead Sign with Maps and Photos
Self-guided brochure keyed to the site.
Numbered posts in place
Signs in place at selected locations to interpret the site without the brochure.

f. Develop self-guided Auto Tour to tie all interpretive sites together. Points of Historical Interest: Mammoth Consolidated Gold Mine, Mammoth City, Bodle Ditch, Mill City Flywheel, Twin Lakes Flume, Townsends Grave, Mammoth Meadow, and the Museum.

Funding: In cooperation with the Eastern Sierra Interpretive Association and the Mammoth Lakes Historical Society.

INTERPRETIVE PROGRAM CHANGES:

 Need a professionally produced orientation film or slide tape program to be shown to large groups and on demand.

Purpose: To present professional image of the Forest Service. Used to remove heavy demand on the front desk.

Funding: Pursue corporate sponsorship from Kodak Corporation in conjunction with the Resort Association,

2. Develop a series of seminars sponsored by private groups to attract local residents into the forest service facility.

For example:

- --Geology seminar put on by University of Reno-Nevada
- -- Avalanche Course
- -- Photography Classess
- --Wilderness Survival Classes
- --Weather Classes.

Would be coordinated through ESIA and fee charged to cover instructor and facility rental.

- 3. Open visitor center facility to the Town of Mammoth Lakes Parks and Recreation Department. Type of classes would be resource dependent, skills classes. Scheduling would need to avoid interferance with regular visitors.
- 4. Re-establish winter ski film festival. Charge for viewing, sponsored by ESIA or produced by the Resort Association or the Parks and Recreation Department.
- 5. Junior Ranger Program:

Develop an outdoor education summer camp for local resident children in cooperation with the Parks and Recreation Department. They will coordinate the summer camp. The Forest Service will provide one day per week instruction for the outdoor portion of the curriculum. Each outdoor session taught by the Forest Service will be open to the general public.

Purpose: Develop an outdoor ethic in local children, develop a knowledge of the Forest Service, improve relationship with town residents.

6. Develop a guided walk series.

EG: Geology series, History Series. Appeal to longer staying visitors and to provide greater depth of knowledge in these subjects.

7. Involvement in Sierra Summer Arts Festival:

- -- Utilize auditorium for musical concerts.
- --Utilize Visitor Center Grounds for art shows which are resource appreciative.
- -- Charge fee through E.S.I.A for use of grounds and facility which would go to ESIA.
- 8. Develop a natural history column in the local newspaper.
 - -- "Naturalist Notes" by Forest Service
 - --Local Exposure
 - -- Forest Management Oriented.
- 9. Develop joint activities calender with Resort Association and Parks and Recreation Department. This calender is a listing of activities and events happening in Town for both residents and visitors.
- 10. Permit an employee of the Resort Association to work at the visitor center to provide information on lodging and eating facilities.
- 11. Improve advertisement of the present program through:
 - 1. Boxholder mailing
 - 2. Providing handout fliers to local condominium offices.
- 12. Provide a program which would tie into local bus tour program. Coordinate specific times where a naturalist would be available at Hot Creek or Minaret vista to speak to the bus tour groups.
- 13. Research availability of a load Paiute Indian artist to demonstrate primitive skills at the Visitor Center.
- 14. Research Boy Scout "Badge" requirements and determine potential program which would help Scouts to earn their points towards specific outdoor badges.

ACTION PLAN

The following is a suggestd action plan to implement the rehabilitation plan. Priorities and timing are based on availability of staff and funding to work on projects.

projects.	on availability of staff and funding t	o work on
OPPORTUNITY	OBJECTIVE	WHEN (FY)
A. Develop guidelines for coopearative funding of projects and staffing.	1. Explore possibility of tieing into Resort Association channels for corporate sponsorship for Mammoth Orientation film	
	 Pesearch coop. funding for: Orientation Film (Kodak Corp./Resort Assoc.) 24-hour Info. Station (Resort Assoc.) 	
	c. Re-Write Hot Creek Plan Cal-Trout	88
	d. Implement Minaret Vista Plan (Town of M.L.)	88
	 e. Wildlife of the Sierra Nevada Forest Service f. Mammoth City Sign (Historic Society) 	88
	 Mammoth Consolidated Goldmine Town and Forest Service Geology Exhibit (USGS) 	88
	Volcanic Tour (Forest Service)	88
1	3. Propose joint staffing with Resort Assoc. Start on experimental basis for summer of 1988.	88
	4. Work w/ Resort Assoc., Sierra Arts Festival and ESIA to develop strategy for fund raising activities.	
	1. 24 hour Info Station District and S.O. Graphics	
	P. Historic Cabin In coop. w/ Historic Society District to construct access railing. Research availability of display objects. (Inyo County Museum)	88

*		Points of Interest progress mplete map and text	88
	4.	Wildlife of the Sierra Nevada Implement	
	Re di	FS Management Rotating Display search purchase of stand-up splay. IA funding.	
	Re:	Land of Fire and Ice search availablity of new ismograph. strict to write plans.	
C. Facility Changes	1.	Install Locks on Auditorium doors.	88
	2.	Employ lighting consultant to recommend how to better light the visitor center.	88
	3.	Design new information desk for self-service information.	
D. Interpretive Program Changes by Priority:	1.	Outdoor Camp w/ Parks and Recreation	
	2.	Develop guidelines for using auditorium for concerts and arts festivals.	
	3.	Establish "Naturalist Notes" column in local newspaper.	
	4.	Develop joint actvities calender with Resort Assoc. and Parks	
	5.	Propose involvement in Sierra Summer Arts Festival	
	6.	Develop seminar series.	
	7.	Develop winter ski film festival.	
	8.	Improve advertisment of program	
	9.	Tie into Bus Tour Program	
	10	Sport IIDadaall Decame	

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APPENDIX

- A. EXISTING FOREST SERVICE POLICY GOVERNING INTERPRETIVE SERVICES
- B. EXISTING INFORMATION INVENTORY
- C. 1986 USER SURVEY FORM
- D. 1986 USER SURVEY FORM RESULTS
- E. PHOTOGRAPHS OF THE MAMMOTH VISITOR CENTER

APPENDIX A EXISTING POLICY DIRECTION

The following existing policies and plans reflect past and current direction on what interpretive products the Mammoth Visitor Center should be offerring:

- A. Forest Service Manual Direction: 1600 and 1660.
- B. Interpretive Area Plan for Mammoth Ranger District--1969.
- C. Eastern Sierra Visitor Contact Plan
- D. Mammoth Visitor; Center Renovation of Exhibit Gallery--August 10, 1982.
- E. Inyo National Forest Draft Land Management Plan
- F. Mammoth General Plan

FOREST SERVICE MANUAL DIRECTION:

Forest Service Manual direction provides guidance for the development of Visitor Information Services. Although general in nature, they do reinforce the purpose of services which will be provided by new exhibits at the Mammoth Visitor Center:

1603 FSM 9/85 Amendment 68 and the 1660.2 March 1963 Amendment No. 56 summarized:

- 1) Interpretation and information should be provided to enhance the understanding and appreciation of Forest resources, management, conservation, natural and human history, and recreation opportunities.
- 2) It should add to the visitor's enjoyment and stimulate visitor curiosity to learn more about the resource and how they can cooperate in its management.
- 3) It should provide background information on potential Forest Service decisions and provide the public opportunity to become involved in the various stages of the decision making process.
- 4) Provide services in a professional and cost-effective manner.

Additional guidance added by Region 5 1660.2 8/81 R-5 Supplement 23 includes

- 1) The need to provide information important to health and safety.
- 2) Receive and record the views of visitors and feed them back to others in the Forest Service as a means of improving management and public service.
- 3) Emphasize outdoor, on-the-ground interpretation to achieve objectives. Design facilities to encourage particiption in outdoor experiences.

1969 INTERPRETIVE AREA PLAN:

Objectives for inforamtion and interpretation stated in this plan include:

- 1) Place empahsis on expertly interpreting Mammoth's unique features.
- 2) Convince the public that the Forest Service can protect and interpret the treasures of the Mammoth area.
- 3) Maintain a high standard of quality.
- 4) The Visitor Center is to function as the nerve center for all the dispersed interpretive facilities on the District and Forest.
- 5) The Visitor Center is to serve as an orientation center to stimulate and encourage the visitor to experience first hand the natural wonders portrayed within the Center.

1979 EASTERN SIERRA CONTACT PLAN

The Lakes/Sierra Unit of the Eastern Sierra Contact Plan emphasizes the following interpretive themes:

1) Mining (historical and current), <u>Management</u> (wilderness, <u>geothermal</u>, <u>timber</u>, zoological) <u>geological</u>, outdoor skills, visual. (The underlining indicates best location for this theme in relation to other opportunities elsewhere in the Eastern Sierra, but not in view of existing developed opportunities.)

2) Exhibits and displays should focus on the local area.

3) The visitor center location within a heavily visited recreation area justifies expansion of its role to include interpretive services.

DRAFT LAND MANAGEMENT PLAN

An issue addressed in the Draft Land Management Plan specific to interpretive services is a concern that day use facilities, such as trails and interpretive sites, are insufficient to meet needs.

The preferred alternative in the Draft Land Management Plan emphasizes a major increase in recreational use, averaging a 57 percent increase over current levels by the end of 50 years. New facilities would include campgrounds, trails, and interpretive sites, primarily in existing concentrated recreation areas.

Forest wide standards and guidelines for interpretive services which apply to this visitor center:

- 1. Develop programs, displays, and publications to interpret both Forest Service resource management and the natural environment.
- 2. Maximize use of self-service information facilities.

The management prescriptions which apply to the Mammoth area include specific direction which requires the use of interpretive services to achieve specific management goals:

- 1. Wilderness management prescription standards emphasize the distribution of information on minimum impact techniques, giardia lamblia, wilderness regulations, etiquette, health and safety, including fire safety. It also directs the use of necessary people controls outside the wilderness boudaries. Since the visitor center is the distribution point for wilderness permits and will continue to be, the visitor center will be important for the implementation of this management direction.
- 2. Cultural resource management direction in all the recreation related prescriptions specifically suggests the use of interpretive opportunities to educate the public on the significance and need for protection of cultural resources and values. In the Mammoth area, interpretation of the effects of recent volcanism on aboriginal life is emphasized. It is also recommended to maintain and enhance cultural resource interpretive sites such as the Mammoth Creek cabin, VIS cabin, and Indian Caves.

MAMMOTH GENERAL PLAN

The general promotional efforts by the town of Mammoth Lakes will be concentrated toward increasing summer vacation activities and the development of new summer facilities and programs. The permanent population of Mammoth Lakes is expected to increase from approximately 2,000 to 8,000. The total capacity of the town is expected to increase from approximately 30,000 to

48,000 people at one time. An increase in the permanent and transient population of the community can be expected to create an increase in the conflicting demands on the resources surrounding the town. This will dictate a greater need for management contact with the local residents which could be accomplished through the Mammoth Visitor Center.

APPENDIX B EXISTING INFORMATION INVENTORY

Handouts. Must be requested:
Area Information/Points of Interest:
 Seq:oia/Yosemite
 Guide To the White Mtns. R-5
 Map of Bridgeport
 Red's Meadow Resort
 Winter Recreation in Mammoth Lakes Area R-5
 Tuolumne Meadows in Winter
 Mammoth Mountain Ski Area
 Mammoth Lakes Town Guide
 Points of Interest R-5
 Town Map
 Southern Mono Historical Society Info.
 Devil's Postpile National Monument

Things to See and Do:

Sierra Medws/Red's Meadow Pack Station
Mammoth Adventure Tours
Fishing Crowley Lake
Sierra Meadows Ski Touring Center
Nordic Guide
Shady Rest Trails
Snowmobile Trails
Rock Creek Canyon R-5
Camping Information
Campgrounds R-5
"Pick Your Own Spot Camping"
Red's Meadow/Devil's Postpile R-5

Natural History:

Sotcher Lake Nature Trail
Discover Birding in the National Forests
Cavity Nesting Birds R-5
Birds of the Inyo R-5
Wildflowers of the Meadows R-5
Botanical Collectors Permit
Trees R-5
Popular Trout of the Eastern Sierra R-5
Hot Creek R-5
Active Faults
Earthquake and Volcanic Information R-5
Glossary of Volcanic Terms
USGS-Earthquake!
Volcanic Ashfall
Minaret Vista Discovery Handout

Wilderness:

Wilderness Permit Fact Sheet R-5 Wilderness Permits Wilderness on the National Forests (Newspaper) John Muir Wilderness Trails You Cas Report on Wilderness Trails R-5

Resource Management:

Toyaibe Vehicle Plan Ca. Sno-Park Hypothermia ORV Plan--Snowmobiles and ORV Be a Survivor--Winter Fall Safety Mountain Bike Information R-5 REI-Minimum Impact Camping Beware of Bears Backcountry Use Regulations Camp Stamps Shuttle Bus Info R-5 Protecting Trees When Building on Forest Land Fishing and Hunting Regulations Please Stop Destroying California's Past Shooting R-5 Spare That Snag A Logical Use of a Limited Resource Rules For Visitors to the National Forests Giardia-Lamblia R-5 Is the Water Safe? REI--Wilderness Water Smokey Stuff

Public Service:

Showers in Mammoth

BOOKS

Natural History 2
General Area 2
Calender
Picture Books of Local Interest 4
Plants/ Wildflowers/ Trees 8
Postpile Story
Indians 2
Children's Books 5
Ski Touring Winter Recreation 2
Fish 1
Birds 1
Mono Lake 1
Geology 2
History 6
Maps and Hiking Guides 10

Post cards Scenic Posters

EXHIBITS

Avalanche Forecasting (Home-made Exhibit)
Historic Objects (Home made Exhibit)
Computer Information
Relief Map
Seismograph (Home made exhibit)
Picnic Table
Big Horn Sheep Skull
Weather Instruments
Points of Interest (Wilderness) (Home made)
Inyo Map
Wilderness Permits Self -Issue Station (Outside)
Winter Recreation in Mammoth (Outside)

INTERPRETIVE SITES

Convict Geology/Glaciation: Aluminum Engraved Sign Mammoth City Historic Site: Clampus Vistus Brass Monument Inyo Craters Geology: Wood Routed Sign Minaret Vista Wilderness/Scenery: No Interpretation Sotcher Lake Natural History: Self-Guided Trail Starweather Lake Natural History: Aluminum Engraved Sign Hot Creek Geology: No Interpretation Earthquake Fault Geology: Old Exhibit Kiosk

College of Forest and Recreation Resources DEPARTMENT OF PARKS, RECREATION AND TOURISM MANAGEMENT

PLEASE HELP US PLAN FOR NEW EXHIBITS FOR THIS VISITOR CENTER BY



ANSWERI	NG THE FOLLOWING QUESTIONS. Date:
Male or	r F'emale? (Circle One) 15-20 20-30 30-40 40-50 60+
1.	How did you find out about this visitor center?
_	
2.	Why did you stop here?
3.	What did you expect to find or see here?
J.	The day you expect to take or bot here.
4.	Have you been here before? Y N
5.	Have you been here in winter? Y N
6.	Are you entering or leaving town.? If leaving, why didn't you stop on your way in? What information did you want to know?
7.	What information did you want to know?
8.	Did you learn what you wanted to know? Y N
8a.	If yes: How did you find out? (Circle one) BookAsk Question ExhibitHandoutComputer Info BoardOther
80.	If no: What did you expect but did not find?
9.	Did you learn anything new? Y N
9a.	If yes, how? (Circle one) Book-Ask QuestionExhibitHandout Computer Info BoardOther
10.	Please describe your general reaction to the center:
11.	Please describe your general reaction to the exhibits:
12.	Can you think of anything that would make the visitor center more enjoyable?
13.	Have you or are you planning to attend any of the interpretive programs? Y N
14.	If so, which ones?
15.	What activities have you or are you going to do while you are here?
16.	How long are you going to stay in the Mammoth area?
17.	Where did you go before you came to Mammoth?
18.	Where are you going after you leave Mammoth?
19.	Did you come here (circle one) alone?familyfriendsother
20.	Number of people in the group.
21.	Ethnic group:
22.	Did you grow up mainly in a (circle one) citysmall townrural
	areaforeign countryother
23	Where do you live now? city? State
24. 24a.	What is your occupation? Retired, unemployed what did you do?
24b.	Student, housewife: Income occupation:
25.	Highest year of school you have completed
	other comments: -

APPENDIX D SURVEY FORM ANALYSIS

General Information 14 Trail Information 3 Exhibits 5 Museum 2 Knowledgeable ranger Geological Information 2 Points of Interest Ecology Find whats here 2 Not Much Maps 5 More Space Slide Program Shuttle Bus Information Activities 4 Lots Camping 5 Tours Education Activities	Ages:	*			
20-30	Age:	Male	Female	No Sex Given	
QUESTION: QUESTION: 1. HOW DID YOU FIND OUT ABOUT THIS VISITOR CENTER? Family 2 Pamphlets Been here before 5 Shuttle Bus information Corrosity Pamphlets Shuttle Bus information No response Resident Skided in Area Visiting Mammoth Brochures 2 Ranger Planning a camping trip Map College Field Trip Stumbled on it Sierra Bank tourist info No response 3 2. WHY DID YOU STOP HERE? Devils Postpile Information 4 General Information 14 Exhibits 5 Knowledgable ranger Points of Interest Find whats here 2 Maps Side Program Activities Annimals Rocks Siema Carping information Lost and Found Backpacking information Curiosity Pamphlets Shuttle Bus information 2 To Look To Learn Curiosity Pamphlets Shuttle Bus information Pamphlets Shuttle Bus information 14 Trail Information 15 Geological Information 16 Geological Information 2 Comping Sounds Cours Shuttle Bus Information Lots Comping Cours Cours Cours Cours Camping Cours Camping College Co	20 - 30 30 - 40 40 - 50	2 1	8 10 6	0 4 6	
QUESTION: New DID YOU FIND OUT ABOUT THIS VISITOR CENTER?	No response:5				
Family 2 Pamphlets Shuttle Bus information Saw the sign 18 No response 3 Friend 5 Notices in Review OR SEE HERE? Resident Skied in Area Skied	1. HOW DID YOU FIN			Weather Information Lost and Found Backpacking information To Look	2 3
Notices in Review Common Sense Resident Skied in Area Visiting Mammoth Ranger Planning a camping trip Map College Field Trip College Field Trip Sierra Bank tourist info No response 2. WHY DID YOU STOP HERE? Devils Postpile Information General Information Find Whats Sierra Bank General Information Find Was Sierra Bank Sierra Sie	Family Been here before Saw the sign	2 5 18		Curiosity Pamphlets Shuttle Bus information	3
Skied in Area Visiting Mammoth Ranger Planning a camping trip Map College Field Trip Sierra Bank tourist info No response 2. WHY DID YOU STOP HERE? 2. WHY DID YOU STOP HERE? Devils Postpile Information General Information General Information Find whats here Points of Interest Find whats here Apps Slide Program Activities Camping Education Learn about Mammoth Exhibits Sierra Bank tourist info Prostpile Showledgeable Ranger Maps Find what I saw Programs Activities Activities Activities Animals Rocks Directions Rhowledgable Ranger Postpile Animals Brochures Proprections Activities Acti	Notices in Review Common Sense	5			O FIND
No response 3 Lectures Pictures Just what I saw 2 2. WHY DID YOU STOP HERE? Weather Information Camping information Updated Information General Information 14 Updated Information Trail Information 3 Exhibits 5 Museum 2 Knowledgeable ranger Geological Information 2 Points of Interest Ecology Find whats here 2 Not Much Maps 5 More Space Slide Program Shuttle Bus Information Activities 4 Lots Camping 5 Tours Education Learn about Mammoth Animals Rocks	Skied in Area Visiting Mammoth Ranger Planning a camping	trip		Brochures Directions	
2. WHY DID YOU STOP HERE? 2. WHY DID YOU STOP HERE? Weather Information Camping information Updated Information Updated Information Exhibits Museum Knowledgeable ranger Points of Interest Find whats here Activities Camping Education Learn about Mammoth Pictures Just what I saw 2 Weather Information Updated Information Updated Information Ecology Frail Information Ecology Not Museum Ecology Not Much More Space Shuttle Bus Information Lots Tours Activities Animals Rocks	College Field Trip Stumbled on it Sierra Bank tourist			Information Postpile Programs	7 6 3 3
Devils Postpile Information General Information Exhibits Knowledgeable ranger Points of Interest Find whats here Maps Slide Program Activities Camping Education Learn about Mammoth Dydated Information Trail Information Geological Information Ecology Not Much More Space Shuttle Bus Information Lots Activities Activities Animals Rocks			,	Pictures Just what I saw Weather Information	2
Find whats here 2 Not Much Maps 5 More Space Slide Program Shuttle Bus Information Activities 4 Lots Camping 5 Tours Education Activities Learn about Mammoth Animals Rocks	General Information Exhibits Knowledgeable range	14 5		Updated Information Trail Information Museum Geological Information	3 2 2
Education Activities Learn about Mammoth Animals Rocks	Find whats here Maps Slide Program Activities	5 4		Not Much More Space Shuttle Bus Information	
	Education			Activities Animals Rocks	9

4. HAVE YOU BEEN HERE BEFORE?

YES 33 NO 26

5. HAVE YOU BEEN HERE IN WINTER?

YES 17 NO 43

6. ARE YOU ENTERING OR LEAVING TOWN? IF LEAVING, WHY DIDN'T YOU STOP ON YOUR WAY IN?

ENTERING: 37 LEAVING: 9

Didn't see it Arrived Too Late Came from Yosemite Not enough time Stopped 2 times Late arrival Had a week no rush Been here awhile I'm Staying Eat First Been here before

7. WHAT INFORMATION DID YOU WANT TO KNOW?

Campgrounds Activities Earthquake information	5 5 3
Town Programs Things to see and do	4 4
Posters	2
Hikes	2
Weather Information	
General Information	
Animals History	
Shuttle Bus Information	
Updated Information	
Geological Information	3
Trails Information	3
Stamps	
Flora	
Faun a	_
Maps	3
Guided Tours	_
Devil's Postpile Information	5
Brochures	
Mt. Bike Trails	
Info on Smokey Backpacking Information	
Road Information	
Fishing Picnics	
LICITOS	

8. DID YOU LEARN WHAT YOU WANTED TO KNOW?

YES 48 NO 6 No response: 6

8A. IF YES, HOW DID YOU FIND OUT?

Books	8
Asking	34
Exhibits	10
Computer	3
Sign Outside	
Other	
Handout	11
No Response:	5

8B. IF NO, WHAT DID YOU EXPECT BUT DID NOT FIND?

More on Rocks and Fauna I expected to find what I wanted to know Service Flower exhibits nothing you are doing fine Hike to Devil's Postpile Assistance for paved driving roads

9. DID YOU LEARN ANYTHING NEW?

YES 50 NO 7

9A. IF YES, HOW?

Ask question		19
Exhibit		23
Handout	(4)	5
Books		14
Computer		2
Sign outside		
Ranger Programs		
Seismograph		2

10. PLEASE DESCRIBE YOUR GENERAL REACTION TO THE CENTER:

Helpful	4
Nice	18
Small	3

All Right	
Informative	2
Great	2
Interesting	3
Understaffed	
Not much here	3
Book Selection Good	
Clean	2
One of the Best	2
Better than some Na	tional Parks
	fo, books, exhibits
Needs More	
Good Start	2
Miss Old exhibits More weather inform	ation
	10
Good Excellent	3
Great Improvement	3
Attractive	
Looks nice outside	
Think rangers are t	errific with kids.
Friendly personnel	

11. PLEASE DESCRIBE YOUR GENERAL REACTION TO THE EXHIBITS:

Enjoyable	2
Old	
Interesting	6
Nice	7
Good	8
Neat	
Nicely Prepared	
What Exhibits?	
Not Enough	
Where are the campsites	s?
Ones in Tioga Were fabu	lous
Limited	2
Wonderful	2
Informative	_
Relief Map	2
Seismograph great	
Computer not so hot	
OK	3
Helpful	2
Fine	
Fair	
Not Good	
Excellent	
Impressed	
Inadequate	2
Geology Lacking	
Wildlife Needed	

12. CAN YOU THINK OF ANYTHING THAT WOULD MAKE THE VISITOR CENTER MORE ENJOYABLE?

More pictures	
More exhibits	11
Info on Backcountry	
No	7
Slide shows or films	7 3 2
Mors ranger talks	2
Hands on for kids	
Hot hor'derves and drinks	
Better lighting	
Ranger unfriendly or overwor	rked
Lounge area	
Edible Plants display	
Postcards of area	
Plant exhibits	
Animal exhibits	
More historic information	

13. HAVE YOU OR ARE YOU PLANNING TO ATTEND ANY OF THE INTERPRETIVE PROGRAMS?

YES 21 NO 27

14. IF SO, WHICH ONES?

Don't know about them	
Devil's Postpile	3
Hot Creek	
Old Mammoth Walk	3
Most of them	
Night Programs	2
Indian Caves	3
"May the Forest Be with You"	
Sierra Slide Show	
Jr. Rangers	
Convict	
Nature	
Geology	2
Flower	3

15. WHAT ACTIVITIES HAVE YOU OR ARE YOU GOING TO DO WHILE YOU ARE HERE?

Indian Caves	
Flowers	
Gold	
fishing	11
Boating	

Camping Hiking Fire Talk Guided Walks Horseback riding Museum	6 18	Hartley Hot Springs Expo 86 Davis Canada Bakersfield Los Angeles	
Devil's Postpile Geology Mono	6	Lake Tahoe Stockton Reno	
Backpacking Bike Races General Sightseeing Swimming Mountain Biking	3 4 2	Grand Canyon Sequoia-Kings Canyon Lone Pine 18. WHERE ARE YOU GOI	NG AFTER YOU
Hot Springs Gondola	3	LEAVE MAMMOTH?	23
Bodie Business Trip		Home Orange County	23
Photography		Yosemite	6
Bird Watching		Santa Monica	
Art Show		Los Angeles	5
Boating		Bakersfield	
Museum		June Lake	4
46 HOLLLONG ARE VOIL	COTNC TO STAY	Mono	4
16. HOW LONG ARE YOU IN THE MAMMOTH A		Mt. Whitney Lake Tahoe Bishop	4
Morning		Bridgeport	
1 day	11	Davis	
2 days	1	Hemet	
2-3 days	1 6	San Diego	
3 days		19. DID YOU COME HERE	· ALONE
4 days 5 days 7 days	2 5 1 5 5 5	19. DID YOU COME HERE FAMILY, FRIENDS,	
8 days	5	Alone	7
1 week	5	Family	47
2 weeks	5	Friends	4
3 weeks	1	Other	2
6 weeks one month	1 .	20. NUMBER OF PEOPLE I	N YOUR GROUP?
17. WHERE DID YOU GO	BEFORE YOU	2	18
CAME TO MAMMOTH?		2 3 4	7
w w		4	6
Home	4	5 6	7
Snar1	2		2
June Lake Mono Lake	2	9	1
Bishop	14	10 11	i
Mt. Whitney	~® ×	13	1
Yosemite	4	18	1 -
Convict Ventura	2		

21. ETHNIC GROUP

White	27
Polish N. American	2
Bulgarian	2
Latin	
Black	
Hispanic	
German	
French	
Italian	

22. DID YOU GROW UP MAINLY IN A:

City	34
Small Town	13
Rural	4
Foreign	8

23. WHERE DO YOU LIVE NOW?

Los Angeles Area	37
Bay Area	6
Colorado	1
Bishop	1
Clovis	1
Bakersfield	1
Lake Tahoe	2

24. WHAT IS YOUR OCCUPATION?

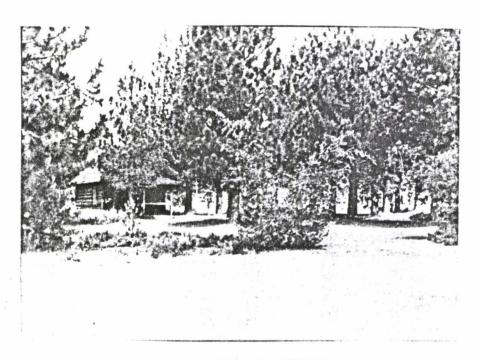
Housewife (6), Teacher (5), Retired (7), Computers (2), Student (8), Clerk, Photographer, Tutor, Interpreter, Lithographer, Librarian, Engineer, Fire Inspector, Professor, Checker, Water Supervisor, Writer, Lawyer, Truck Driver, Recreation Supervisor, None, Secretary, Color Analyst, Importer, Retailer, Bookkeeper

25. HIGHEST YEAR OF SCHOOL YOU HAVE COMPLETED:

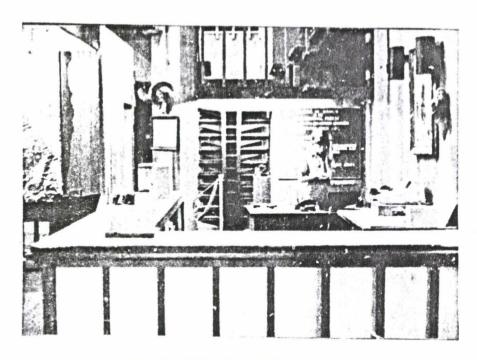
M.A. 15; 16-1; 7-1; 4-1; 6-1; 11-1; 12-7; 13-1; 14-1; 16-3; 21-1; 10-1; 15-1; Post Grad-1; 2 yr. College-1; College-1; Grad School-3; BS-4; 3 yrs. College-14; PHD-1.



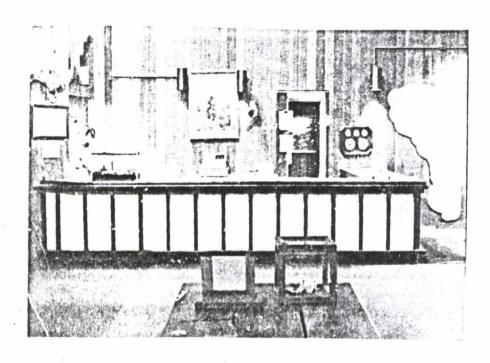
VISITOR CENTER ENTRANCE



HISTORIC CABIN AND GROUNDS



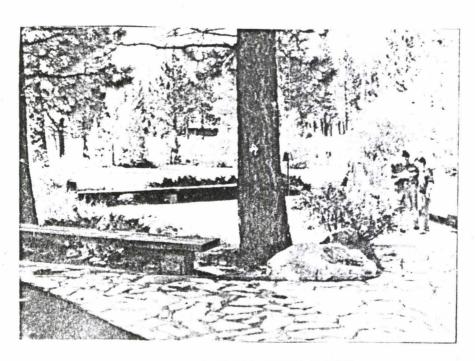
FRONT DESK FROM ENTRANCE



FRONT DESK FROM INSIDE



TERRACE AREA AS SEEN ENTERING CENTER



TERRACE AREA AS SEEN LEAVING CENTER